

Fr. Le

MARCH 1,  
1965

| JANUARY |    |    |    |    | JULY |    |    |    |    |    |    |    |    |
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| 10      | 11 | 12 | 13 | 14 | 15   | 16 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 17      | 18 | 19 | 20 | 21 | 22   | 23 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 24      | 25 | 26 | 27 | 28 | 29   | 30 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| 31      |    |    |    |    |      |    |    |    |    |    |    |    |    |

| FEBRUARY |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| 14       | 15 | 16 | 17 | 18 | 19 | 20 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 21       | 22 | 23 | 24 | 25 | 26 | 27 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
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| MARCH |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| 21    | 22 | 23 | 24 | 25 | 26 | 27 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 28    | 29 | 30 | 31 |    |    |    | 26 | 27 | 28 | 29 | 30 |    |    |

| APRIL |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| 11    | 12 | 13 | 14 | 15 | 16 | 17 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 18    | 19 | 20 | 21 | 22 | 23 | 24 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 25    | 26 | 27 | 28 | 29 | 30 | 31 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

| MAY |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| 23  | 24 | 25 | 26 | 27 | 28 | 29 | 28 | 29 | 30 | 31 |    |    |    |

| JUNE |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| 13   | 14 | 15 | 16 | 17 | 18 | 19 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
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| 27   | 28 | 29 | 30 |    |    |    | 26 | 27 | 28 | 29 | 30 | 31 |    |

| DECEMBER |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| 20       | 21 | 22 | 23 | 24 | 25 | 26 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 27       | 28 | 29 | 30 |    |    |    | 26 | 27 | 28 | 29 | 30 | 31 |    |

# fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| <u>DATE</u>  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                             | <u>WHERE</u>                            |
|--|---|---|---|
| <u>WEEK ENDING FRIDAY, FEBRUARY 25, 1965</u>             |   |   |   |
| Feb. 25  | BONWIT TELLER RELEASE--Imported millinery. (Preview, Feb. 23)   |   |   |
| Thursday<br>Feb. 25                                      | PRESS PREVIEW OF<br>MEN'S FASHIONS  | JOHN WEITZ FOR<br>LAKELAND MFG. CO.         | TWENTY-ONE CLUB<br>21 WEST 52ND STREET  |
| 12:00 Noon<br>Luncheon                                   | John Weitz will invite the press to preview his first men's wear designs for Lakeland Manufacturing Co. By invitation. Contact: Miss Grace, LO. 3-4920.   |   |   |
| Feb. 25  | GIVENCHY PRESS SHOW IN PARIS AT 3:00 P.M.   |   |   |
| Feb. 26  | MACY RELEASE--"Made-In-Europe" fashions. (Preview, Feb. 24)   |   |   |
| Feb. 26  | BALENCIAGA PRESS SHOW IN PARIS AT 3:00 P.M.   |   |   |
| <u>WEEK BEGINNING MONDAY, MARCH 1, 1965</u>              |   |   |   |
| March 1  | PARIS PICTURE RELEASE DATE.   |   |   |
| Monday<br>March 1  | PRESS PREVIEW: CUSTOM-<br>ORDER FASHIONS  | BERGDORF GOODMAN                            | 2ND FLOOR<br>SALON                      |
| 11:30 A.M.   | Preview of Bergdorf Goodman's Spring custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Tues., March 2.) Publicity: Florence Neff, PL. 3-7300.                                  |   |   |
| Beginning<br>Monday<br>March 1<br>3:30 P.M.<br>Cocktails | TRANSITIONAL AND FALL<br>SPORTSWEAR FASHIONS  | CATALINA                                    | SAVOY PLAZA HOTEL<br>PRESIDENTIAL SUITE |
|  | Catalina will present their transitional and Fall sportswear collection, daily March 1 to 4 at 3:30 P.M. (Cocktails). For buying offices only. Contact: Ellis Sylvester, Catalina Sales Office, PE. 6-2855. |   |   |
| Beginning<br>Monday<br>March 1                           | FALL SPORTSWEAR<br>AND DRESSES  | KORET OF CALIFORNIA                         | 1407 BROADWAY<br>SHOWROOM - 4TH FLOOR   |
|  | Continuous daily showings of Koret's Fall '65 sportswear and dresses. Contact: Miss Gerry McEvoy, LO. 5-2442.   |   |   |
| Tuesday<br>March 2<br>11:00 A.M.                         | PRESS PREVIEW: SOPHIE<br>CUSTOM-ORDER COLLECTION  | SAKS FIFTH AVENUE                           | 3RD FLOOR<br>SALON MODERNE              |
|  | Sophie, with the assistance of Stephen Erklin, will present her Spring-Summer collection. By invitation. (For Release, Wed., March 3.) Publicity: Helen O'Hagan, PL. 3-4000.                                |   |   |
| Tuesday<br>March 2<br>3:00 P.M.-<br>4:30 P.M.            | "APRES LUNCH"<br>FASHION SHOW   | GEOFFREY BEENE LTD.<br>(530 SEVENTH AVENUE) | DEIMONICO'S<br>BALLROOM                 |
|  | Showing of fashions by Geoffrey Beene. Press by invitation. Public by reservation: \$3.50; contact: EL. 5-2500. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.                                |   |   |

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                           | <u>WHERE</u>  |
|--|---|---|---|
| Tuesday<br>March 2<br>4:00 P.M.<br>Cocktails   | PREVIEW: FALL AND<br>WINTER KNITWEAR<br>Knit ensembles and dresses in silk and wool for Fall and Winter. <u>Show at<br/>4:30.</u> By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St.,<br>EL. 5-7872.   | KORRIGAN-PARIS;<br>AVAGOLF OF MILAN       | HAMPSHIRE HOUSE<br>THE COTTAGE                            |
| Wednesday<br>March 3<br>9:30 A.M.<br>Breakfast | PRESS PREVIEW: NEW<br>SPORTSWEAR SHOP<br>Preview for the press of Bonwit Teller's new sportswear shop. By invitation. <u>(For Release, Wed., March 4.)</u> Publicity: Carolyn Saks, EL. 5-6800.   | BONWIT TELLER                             | 2ND FLOOR   |
| Wednesday<br>March 3<br>11:30 A.M.             | PRESS PREVIEW: SORRENTO<br>SHOE FASHIONS<br>Preview of "Sorrento Boutique" Italian shoe fashions for early Summer. By invitation. <u>(For Release, Fri., March 5.)</u> Publicity: Kay Robinson, OR. 9-7800.   | B. ALTMAN & COMPANY                       | 9TH FLOOR<br>CONFERENCE ROOM                              |
| Wednesday<br>March 3<br>12:00 Noon<br>Luncheon | PREVIEW OF FALL<br>SPORTSWEAR COLLECTION<br>Premier Knitting will present their Fall sportswear collection for 1965. For press and buyers, by invitation. Continuous daily showings thereafter at showroom. Contact: Mrs. M. Roseman, BR. 9-2910.   | PREMIER KNITTING CO.<br>(1410 BROADWAY)   | HOTEL PLAZA<br>BALLROOM                                   |
| Wednesday<br>March 3<br>12:30 P.M.<br>Luncheon | FIFTH ANNUAL FABRICS-<br>FASHION SHOW<br>Thirty-six leading designers will present fashions in home furnishings fabrics. Commentator: Carol Bjorkman, "Women's Wear Daily." Tickets: \$15.00 (tax deductible for Educational Foundation). Contact: NSID, 157 West 57th Street, JU. 2-1421. Publicity: Ted Materna, PL. 3-3240.                                    | NAT'L SOCIETY OF<br>INTERIOR DESIGNERS    | HOTEL AMERICANA<br>IMPERIAL BALLROOM                      |
| Wednesday<br>March 3<br>12:30 P.M.<br>Luncheon | CHILDREN'S FASHIONS<br>DURING LUNCHEON<br>Informal showing of Spring-Summer fashions for children. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations (\$4.50): CI. 6-9171.   | SUZY BROOKS<br>(112 W. 34TH ST.)          | BARBETTA RESTAURANT<br>321 WEST 46TH STREET<br><i>500</i> |
| Thursday<br>March 4<br>12:00 Noon<br>Luncheon  | PREVIEW: FALL '65<br>SPORTSWEAR COLLECTION<br>Darlene will present their Fall 1965 sportswear collection. By invitation. Commentator and Publicity: Phyllis Youngheart, PL. 1-0752. Continuous daily thereafter at showroom. Contact: BR. 9-9400.   | DARLENE KNITWEAR, INC.<br>(1407 BROADWAY) | SAVOY-PLAZA HOTEL<br>GOLD ROOM                            |
| Thursday<br>March 4<br>3:00 P.M.               | LECTURE: "ART, FASHION<br>AND HISTORY"<br>The Fashion Institute of Technology will present an illustrated lecture on "Art, Fashion and History" by Mr. James Laver, Curator-Emeritus of the Victoria & Albert Museum in London; also winner of the Neiman Marcus fashion award in 1962. Admission free. For reservations contact: Miss Kay, LA. 4-1300, Ext. 264. | JAMES LAVER                               | FASHION INST.OF TECH.<br>227 WEST 27TH STREET             |
| Thursday<br>March 4<br>5:30 P.M.               | SPECIAL LECTURE ON<br>EUROPEAN COLLECTIONS<br>"A Report on the European Fashion Openings"--Bill Cunningham will give his impressions of the Italian, French, and Spanish collections. Tickets: \$2.50. Contact: Carnegie Hall Box Office, 7th Ave.& 57th St., CI. 7-7459.   | BILL CUNNINGHAM                           | CARNEGIE HALL<br>RECITAL HALL                             |
| March 5  | ALTMAN RELEASE DATE--Italian shoes. (Preview, March 3--See Above)   |   |   |

| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                          | <u>WHERE</u>                                 |
|--|---|--|--|
| Friday<br>March 5<br>10:30 A.M.<br>Breakfast | PREVIEW: "YOUNG INTERNATIONAL" FASHIONS<br><br>Press preview of Spring "Young International" fashions. By invitation.<br>(For Release, Mon., March 8.) Publicity: Margot Infantino, LO. 4-3300.   | GIMBELS                                  | 3RD FLOOR<br>SPECIALTY CORNER                |
| Friday<br>March 5<br>12:30 P.M.<br>Luncheon  | PRESS PREVIEW OF<br>EUROPEAN FASHIONS<br><br>Altman's will invite the press to preview their ready-to-wear fashions from<br>England, France, and Italy. By invitation. (For Release, Thurs., March 11.)<br>Publicity: Kay Robinson, OR. 9-7800.   | B. ALTMAN & COMPANY                      | 9TH FLOOR<br>CONFERENCE ROOM                 |
| Friday<br>March 5<br>8:00 P.M.<br>Dinner     | ANNUAL DINNER-DANCE<br><br>"An Ad-Venture in Spain"--annual dinner-dance. Price: \$18.50, per person.<br>Contact: Advertising Women, Hotel Commodore, Suite 570, MU. 6-7434.  | ADVERTISING WOMEN<br>OF NEW YORK, INC.   | WALDORF-ASTORIA<br>BALLROOM                  |
| March 6                                      | NATIONAL SHOE FAIR IN BOSTON (March 6-9). Contact: MU. 2-8705.  |  |  |
| Saturday<br>March 6-<br>March 14             | N.Y. COLISEUM<br>ANTIQUES FAIR<br><br>A comprehensive sampling of past centuries' fashions and home furnishings,<br>displayed by more than 140 dealers in American, European, and Oriental<br>antiques. Hours: 1:00-11:00 P.M.; Sundays, 2:00-7:00 P.M. Admission:<br>\$2.00. Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.   | WESTCHESTER<br>ENTERPRISES               | N.Y. COLISEUM<br>COLUMBUS CIRCLE             |
| Saturday<br>March 6-<br>March 16             | FORTY-EIGHTH ANNUAL<br>INT'L FLOWER SHOW<br><br>Theme: "Patios--Nature's Living Rooms," illustrating how to use available<br>space for greatest outdoor living enjoyment. Hours: March 6-7, 2:00 -<br>10:00 P.M.; March 8-13, 10:00-10:00 P.M.; March 14, 1:00-7:00 P.M.<br>Admission: Adults, \$2.50; Children, \$1.00. Contact: E.M. Freystadt Assoc.,<br>271 Madison Avenue, LE. 2-5960. | N.Y. HORTICULTURAL<br>SOCIETY            | N.Y. COLISEUM<br>COLUMBUS CIRCLE             |
| March 8                                      | GIMBELS RELEASE--"Young International" fashions. (Preview, March 5--Above)  |  |  |
| Monday<br>March 8<br>12:00 Noon<br>Luncheon  | PRESS PREVIEW OF<br>IMPORT FASHIONS<br><br>Macy's will present their import collection to the press. By invitation.<br>(For Release, Tues., March 9.) Publicity: Margery Rubin, OX. 5-4400.   | MACY'S NEW YORK                          | 13TH FLOOR<br>EXECUTIVE DINING ROOM          |
| Monday<br>March 8<br>5:30 P.M.<br>Cocktails  | PRESS PREVIEW OF<br>FASHIONS BY PERTEGAZ<br><br>Lord & Taylor will invite the press to preview fashions, designed by<br>Pertegaz. By invitation. Contact: Jeri Savidge, WI. 7-3300.   | LORD & TAYLOR                            | 5TH FLOOR                                    |
| Beginning<br>Monday<br>March 8               | FALL-HOLIDAY<br>FABRIC SWATCHES<br><br>Fall-Holiday collection of fabric swatches from leading weavers and knitters.<br>featuring Metlon's metallic yarns. By appointment. Contact: Arlene<br>Friedlander, MU. 3-5962.  | METLON CORPORATION                       | 432 PARK AVENUE SO.<br>SHOWROOM - 10TH FLOOR |
| Monday<br>March 8-<br>March 13               | SIXTY-SECOND ANNUAL<br>AMERICAN TOY FAIR<br><br>About 1000 exhibitors will show at the 1965 Toy Fair. (Press conference,<br>March 8 at 10:30 A.M., by invitation, Overseas Press Club.) Contact:<br>Frank Gavitt, CH. 3-8508.   | TOY MANUFACTURERS<br>OF THE U.S.A., INC. | HOTEL NEW YORKER &<br>200 FIFTH AVENUE       |

| <u>DATE</u>                                       | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                |
|---|---|--|---|
| Tuesday<br>March 9<br>8:15 A.M.<br>Breakfast      | SPECIAL SHOWING OF<br>INTERNATIONAL FASHIONS<br>Presentation of Celanese International Couture Show. By invitation.<br>Press contact: Doris Farrant, TN. 7-2000.  | CELANESE CORPORATION<br>OF AMERICA               | LINCOLN CENTER<br>PHILHARMONIC HALL         |
| Tuesday<br>March 9<br>11:30 A.M.                  | PRESS PREVIEW OF<br>IMPORT COLLECTION<br><u>Spring import collection will be previewed by the press. By invitation.<br/>(For Release, Wed., March 10.)</u> Publicity: Florence Neff, PL. 3-7300.  | BERGDORF GOODMAN                                 | 2ND FLOOR<br>SALON                          |
| Tuesday<br>March 9<br>2:30 P.M.;<br>4:00 P.M.     | SPRING-SUMMER CUSTOM-<br>ORDER COLLECTION<br>Two showings of Spring-Summer custom-order fashions; also made in Paris<br>ready-to-wear boutique collection. By invitation. Publicity: Jan Taylor,<br>219 East 69th Street, TR. 9-8965.   | MARIANNE SPOTTISWOODE                            | 33 EAST 68TH STREET                         |
| Wednesday<br>March 10<br>9:00 A.M.&<br>12:00 Noon | IMPORT FASHIONS:<br>BREAKFAST & LUNCHEON<br>The Import Committee of The Fashion Group will present the European import<br>collection for Spring 1965. Report and commentary by: Patricia Peterson,<br>Fashion Editor--"N.Y. Times." Prices: Breakfast--\$8.00, members; \$15.00,<br>guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | N.Y. HILTON HOTEL<br>BALLROOM               |
| Wednesday<br>March 10<br>10:30 A.M.<br>Breakfast  | PREVIEW: REFRIGERATORS<br>BY KELVINATOR<br>"New Design Look"--for the press, by invitation. <u>(For Release, Fri.,<br/>March 12.)</u> Publicity: Margot Infantino, LO. 4-3300.  | GIMBELS  | 8TH FLOOR                                   |
| Wednesday<br>March 10<br>12:30 P.M.<br>Luncheon   | SHOWING OF FASHIONS<br>DURING LUNCHEON<br>"Easter in New York"--showing of Rembrandt fashions, designed by Ole Borden.<br>Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.  | REMBRANDT<br>(498 SEVENTH AVENUE)                | BARBETTA RESTAURANT<br>321 WEST 46TH STREET |
| Wednesday<br>March 10<br>3:00 P.M.-<br>5:00 P.M.  | SPRING-SUMMER CUSTOM-<br>ORDER COLLECTION<br>Custom-order daytime to evening fashions, designed by Jorge Menendez. By<br>invitation. Thereafter at showroom, by appointment. Contact: AC. 2-6084.   | JORGE MENENDEZ<br>(444 CENTRAL PK.WEST)          | HOTEL PLAZA<br>CRYSTAL ROOM                 |
| March 11  | ALTMAN RELEASE--European fashions. (Preview, March 5--See Pg. 3)  |  |   |
| Thursday<br>March 11<br>9:30 A.M.<br>Coffee       | PREVIEW: IMPORTS<br>AND REPRODUCTIONS<br>Ohrbach's will preview their collection of French and Italian imports and<br>reproductions. For the press, by invitation only. <u>(For Release, Fri.,<br/>March 12.)</u> Publicity: Mark Klauser, OX. 5-4000.  | OHRBACH'S  | 5TH FLOOR                                   |
| Thursday<br>March 11<br>4:00 P.M.<br>Champagne    | PRESS PREVIEW: CUSTOM-<br>ORDER COLLECTION<br>Dick Webster will present his Spring-Summer daytime to evening custom-<br>order collection. By invitation. Thereafter showings by appointment.<br>Contact: Betty Clements at Jan Taylor, TR. 9-8965.  | DICK WEBSTER                                     | 45 WEST 56TH STREET<br>SALON - 4TH FLOOR    |
| Friday<br>March 12<br>10:00 A.M.<br>Breakfast     | PREVIEW OF IMPORTS<br>AND REPRODUCTIONS<br>Press preview of imports and reproductions. By invitation. <u>(For Release,<br/>Mon., March 15.)</u> Publicity: Rene Hall, OX. 5-4500, Ext. 285.   | ALEXANDER'S                                      | 500 CLUB<br>500 SEVENTH AVENUE              |

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                          | <u>WHERE</u>                           |
|--|--|--|--|
| Friday<br>March 12<br>12:00 Noon               | SPRING-SUMMER PREVIEW<br>BY TWO DESIGNERS<br>Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A.<br>By invitation. ( <u>For Release, Wed., March 17.</u> ) Publicity: Florence Neff,<br>PL. 3-7300.  | BERGDORF GOODMAN                         | 4TH FLOOR                              |
| March 15                                       | ALEXANDER'S RELEASE--Imports and reproductions. (Preview, March 12--Pg. 4)   |  |  |
| Monday<br>March 15<br>9:30 A.M.<br>Breakfast   | PRESS PREVIEW: "PRET<br>a PORTER" FASHIONS<br>Bonwit Teller will invite the press to preview "Pret a Porter" fashions by:<br>Pierre D'Alby, Sally Tuffin, Marion Foale, Emanuelle Kahn, Roger Nelson,<br>Michel Rozier, Maggie Shepherd, Queisser, V. de V. By invitation.<br>( <u>For Release, Tues., March 16.</u> ) Publicity: Carolyn Saks, EL. 5-6800.  | BONWIT TELLER                            | 8TH FLOOR                              |
| Monday<br>March 15<br>12:15 P.M.;<br>5:45 P.M. | CUSTOMER SHOWINGS<br>OF IMPORT FASHIONS<br>Showings of import fashions for customers at 12:15 and 5:45 P.M. Open to<br>public. Publicity: Margery Rubin, OX. 5-4400.   | MACY'S NEW YORK                          | 3RD FLOOR<br>BROADWAY BUILDING         |
| Monday<br>March 15<br>5:45 P.M.                | CUSTOMER SHOWING<br>OF IMPORTS<br>Open to public: <u>March 17</u> --Newark at 12:45 P.M.; <u>March 18</u> --Westbury at<br>12:45 P.M. Publicity: Mark Klauser, OX. 5-4000.   | OHRBACH'S                                | 5TH FLOOR                              |
| Tuesday<br>March 16<br>3:00 P.M.-<br>4:30 P.M. | "APRES LUNCH"<br>FASHION SHOW<br>Designs by Bill Blass: dresses for Maurice Rentner; swimsuits for Roxanne;<br>children's fashions for Celeste. Hats--Adolfo. Gloves--Kislav. Press by<br>invitation. Public by reservation: \$3.50; contact: EL. 5-2500. Coordinator<br>and Commentator: Phyllis Youngheart, PL. 1-0752.  | DESIGNS BY<br>BILL BLASS                 | DELMONICO'S<br>BALLROOM                |
| Tuesday<br>March 16<br>4:00 P.M.<br>Cocktails  | PREVIEW OF<br>FALL KNITWEAR<br>Preview of Ricano's Fall knitwear collection, designed by Howard Lawrence.<br>For press and buyers, by invitation. Thereafter, daily informal showings<br>at showroom. Contact: Grace Reeves, LW. 4-9000.   | RICANO<br>(1407 BROADWAY)                | 500 CLUB<br>500 SEVENTH AVENUE         |
| March 17                                       | ST. PATRICK'S DAY  |  |  |
| March 17                                       | BERGDORF GOODMAN RELEASE--Curiel & Newman fashions. (Preview Mar. 12--Above)   |  |  |
| Beginning<br>Wednesday<br>March 17             | OPENING OF FALL<br>KNIT COLLECTION<br>Daily informal showings of Fall knit collection. Contact: WI. 7-8130.  | NANNETTE INTERNATIONAL                   | 1410 BROADWAY<br>SHOWROOM - 24TH FLOOR |
| March 18                                       | LORD & TAYLOR RELEASE--Parisienne fashions. (No Press Show)  |  |  |
| Thursday<br>March 18<br>12:00 Noon<br>Luncheon | FASHION SHOW - CLINIC<br>AND LUNCHEON<br>Highlander will present their "School for Experts" seminar--preview of<br>early Fall fashions; clinic for the care of suedes and leathers; a proto-<br>type of clinic that will be conducted in 40 cities; a color-sound movie;<br>a film-strip; and demonstrations. For buying offices and merchandisers,<br>by invitation. Contact: Bob Fishbein, IW. 4-1510. | HIGHLANDER SPORTSWEAR<br>(1407 BROADWAY) | HOTEL ASTOR<br>VERSAILLES ROOM         |

| <u>DATE</u>  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                     | <u>WHERE</u>                                |
|--|--|-------------------------------------|---|
| Thursday<br>March 18<br>12:30 P.M.<br>Luncheon               | IMPORTS AND COPIES<br>AT LUNCHEON SHOW<br>Alexander's will present a luncheon showing of import fashions, originals, and adaptations. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726. | ALEXANDER'S                         | HOTEL PLAZA<br>TERRACE ROOM                 |
| Thursday<br>March 18<br>4:00 P.M.<br>Vernissage<br>Champagne | CUSTOM HATS & COUTURE<br>FOR SPRING-SUMMER '65<br>Mr. John's "Brilliant Toulouse-Lautrec Collection"--custom millinery, haute couture dresses, suits, furs, custom jewels, and accessories. For customers, by invitation only. Publicity: Joseph Mann, PL. 7-1966.   | MR. JOHN                            | 24 WEST 57TH STREET<br>SALON - 7TH FLOOR    |
| March 19   | MACY RELEASE DATE--American designer fashions. (No Press Show)   |                                     |   |
| Sunday<br>March 21-<br>March 24                              | FIFTEENTH NATIONAL<br>PRESS WEEK IN DALLAS<br>Newspaper fashion editors and syndicate writers will be invited to see Summer showings by members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.                           | TEXAS FASHION<br>CREATORS ASS'N     | HOTEL SHERATON<br>DALLAS, TEXAS             |
| March 22   | GIMBEIS RELEASE--Children's Easter fashions. (No Press Show)   |                                     |   |
| Monday<br>March 22<br>5:30 P.M.<br>Cocktails                 | SPANISH FASHIONS<br>BY RAPHAEL HERRERA<br>Bonwit Teller will invite the press to meet Raphael Herrera from the Madrid House of Herrera y Ollero. By invitation. (For Release, Tues., March 23.) Publicity: Carolyn Saks, EL. 5-6800.   | BONWIT TELLER                       | SHERATON-EAST HOTEL<br>TRIANON ROOM         |
| Beginning<br>Tuesday<br>March 23                             | OPENING: FALL<br>COUTURE KNITWEAR<br>Daily informal showings of Fall 1965 couture knitwear, designed by Lewis Claussen. By appointment. (Express elevator to 16th floor.) Contact: OX. 5-5730.   | ABBOTT EAST                         | 498 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR |
| March 24   | MACY'S IMPORT SHOW FOR CUSTOMERS IN NEW HAVEN, CONN., at 12:15 P.M.  |                                     |   |
| March 24   | ALEXANDER'S IMPORT SHOW FOR CUSTOMERS IN PARAMUS, N.J., 2:30 and 7:30 P.M.   |                                     |   |
| Wednesday<br>March 24<br>5:00 P.M.<br>Cocktails              | PREVIEW: ELIZABETH<br>ARDEN'S NEW MAKE-UP<br>Elizabeth Arden and Bloomingdale's will invite the beauty editors for cocktails to preview a new make-up. By invitation. (For Release, Fri., March 26.) Publicity: Becky Cheney, PL. 3-3410.  | ELIZABETH ARDEN;<br>BLOOMINGDALE'S  | ST. REGIS HOTEL<br>LIBRARY SUITE            |
| Thursday<br>March 25<br>12:30 P.M.<br>Luncheon               | SPRING FASHIONS<br>AT LUNCHEON SHOW<br>Dresses and costumes, designed by Kasper for Joan Leslie, available at Lord & Taylor. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.                                    | JOAN LESLIE<br>(530 SEVENTH AVENUE) | HOTEL PLAZA<br>TERRACE ROOM                 |

| <u>DATE</u>                                      | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                |
|--|--|--|---|
| Thursday<br>March 25<br>4:00 P.M.<br>Cocktails   | PREVIEW: FALL 1965<br>KNITWEAR COLLECTION  | TANNELE<br>(1400 BROADWAY)                       | HAMPSHIRE HOUSE<br>THE COTTAGE              |
|  | Preview of Fall 1965 collection, introducing the "Plus" factor in knitwear.<br>By invitation. Continuous daily showings thereafter at showroom.<br>Contact: Kaye Gordon, CH. 4-4131.   |  |   |
| Sunday<br>March 28-                              | SPRING AND SUMMER<br>SHOE FASHIONS   | NEW YORK<br>SHOE SHOW                            | HOTELS NEW YORKER &<br>SHERATON-ATLANTIC    |
| April 1  | Showing of shoe fashions, sponsored by Nat'l Assn. of Shoe Chain stores;<br>New England Shoe and Leather Assn.; Nat'l Shoe Mfrs. Assn.; Nat'l Shoe<br>Retailers Assn. Special breakfast, Mon., March 29 at 8:00 A.M.; Hotel<br>Statler Hilton. Price: \$7.50. Contact: John Gibbons, LO. 3-5585. |  |   |
| Beginning<br>Monday<br>March 29                  | OPENING OF FALL<br>JUNIOR KNITS  | JUNIOR ACCENT                                    | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR |
|  | Daily informal showings of Fall junior knits, designed by Frank Adams.<br>Contact: LO. 4-1434.   |  |   |
| Beginning<br>Tuesday<br>March 30                 | OPENING OF TRANS-<br>SEASON COLLECTION   | ALAMOR DRESS CORP.                               | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR |
|  | Continuous showings of Alamor's "Knit-wit" trans-season collection, design-<br>ed by Joan Sparks. Contact: LO. 4-4668.   |  |   |
| April 1  | LORD & TAYLOR RELEASE--Givenchy fashions. (No Press Show)  |  |   |
| Friday<br>April 2<br>12:00 Noon                  | FABRICS DIVISION<br>LUNCHEON MEETING   | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | N.Y. HILTON HOTEL<br>BALLROOM               |
|  | More details and prices in a later issue. Contact: CI. 7-3940.   |  |   |
| Monday<br>April 5<br>12:30 P.M.<br>Luncheon      | SPRING AND SUMMER<br>COTTON FASHION SHOW   | GALEY & LORD                                     | HOTEL PLAZA<br>TERRACE ROOM                 |
|  | Galey & Lord's Spring and Summer cottons by leading designers. Press by<br>invitation. Public by reservation: \$4.75; contact: "Banquet Dept.",<br>PL. 9-3000. Publicity for Galey & Lord: Rosemary Sheehan, MU. 5-1280.<br>Fashion Show Director: Mary Alice Rice, PL. 2-5726.                  |  |   |
| Saturday<br>April 10-<br>April 15                | SECOND ANNUAL WINTER<br>SPORTS TRADE SHOW  | SKI COUNCIL OF<br>AMERICA(10 W.33RD ST.)         | SHERATON-ATLANTIC<br>B'WAY & 34TH STREET    |
|  | About 70 manufacturers and importers will exhibit at the Winter Sports<br>Trade Show (Snow Show). Contact: Doris Taplinger, TR. 4-3030.  |  |   |
| Wednesday<br>April 14<br>10:30 A.M.<br>Breakfast | "INTERNATIONAL" SPORTS-<br>WEAR COLLECTION   | GIMBELS  | 3RD FLOOR<br>SPECIALTY CORNER               |
|  | Preview for the press of "International" sportswear fashions. By invita-<br>tion. (For Release, Fri., April 16.) Publ.: Margot Infantino, LO. 4-3300.  |  |   |
| April 16   | PASSOVER BEGINS AT SUNDOWN (First day, Sat., April 17).  |  |   |
| April 18   | EASTER SUNDAY  |  |   |
| Thursday<br>April 22<br>12:30 P.M.<br>Luncheon   | SPRING-SUMMER FASHIONS<br>DURING LUNCHEON  | PATTULLO-JO COPELAND<br>(498 SEVENTH AVENUE)     | HOTEL PLAZA<br>TERRACE ROOM                 |
|  | Showing of Spring-Summer fashions by Pattullo-Jo Copeland, available at<br>Bonwit Teller. Press by invitation. Public by reservation: \$4.75;<br>contact: "Banquet Dept.", PL. 9-3000. Fashion Show Coordinator and Commen-<br>tator: Mary Alice Rice, PL. 2-5726.                               |  |   |

OPERA...MOVIES...THEATRE

- Monday  
March 1 TWENTY-FIRST WEEK: MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., March 1: Wagner's "Der Fliegende Hollaender." Tues., March 2: Berg's  
"Wozzeck." Wed., March 3: Puccini's "Tosca." Thurs., March 4: Strauss'  
"Salome." Fri., March 5: Verdi's "Ernani." Sat. Mat., March 6: Wagner's  
"Die Walkuere." Sat. Eve., March 6: Puccini's "Tosca." Publicity: Francis  
Robinson, PE. 6-1200.
- Thursday  
Feb. 25 PREMIERE: "LORD JIM" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH ST.  
Starring Peter O'Toole, James Mason, Curt Jurgens, Eli Wallach, Jack  
Hawkins, Paul Lukas, Akim Tamiroff, Daliah Lavi, in the movie based on the  
novel by Joseph Conrad, released by Columbia Pictures in Super Panavision  
70-Technicolor. Producer and director: Richard Brooks. Publicity:  
Hortense Schorr, PL. 1-4400.
- Tuesday  
March 2 PREMIERE: "THE SOUND OF MUSIC" (Movie) RIVOLI THEATRE, B'WAY & 49TH STREET  
A new movie based on the musical by Rodgers and Hammerstein, presented by  
20th Century Fox in Todd-Ao, color by De-Luxe; starring Julie Andrews,  
Christopher Plummer, Richard Haydn, Eleanor Parker. Producer and direc-  
tor: Robert Wise. Publicity: Adrian Awan, 957-5000. Premiere for the  
benefit of Mary MacArthur Memorial Fund-March of Dimes. Contact: CO.5-7460.
- Tuesday  
March 9 OPENING: "CATCH ME IF YOU CAN" MOROSCO THEATRE, 217 WEST 45TH STREET  
Starring Dan Dailey, Tom Bosley, with George Mathews, Eli Mintz, Jo Tract,  
Patrick McVey, in a new comedy murder mystery by the French playwright  
Robert Thomas, adapted by Jack Weinstock and Willie Gilbert, presented by  
Lee Guber, Frank Ford, and Shelly Gross. Director: Vincent J. Donehue.  
Costumes: Peter Joseph. Publicity: Saul Richman, PL. 2-0040.
- Wednesday  
March 10 OPENING: "THE ODD COUPLE" PLYMOUTH THEATRE, 236 WEST 45TH STREET  
Saint Subber will present the new Neil Simon comedy about two unmarried  
sisters who share an apartment above two recently divorced men; co-starr-  
ing Art Carney and Walter Matthau with Nathaniel Frey, Paul Dooley, Carole  
Shelley, John Fiedler. Director: Mike Nichols. Costumes: Ann Roth.  
Lighting: Jean Rosenthal. Publicity: Harvey Sabinson, TN. 7-8500.
- Wednesday  
March 17 PREMIERE: "THE TRAIN" (Movie) ASTOR & PLAZA THEATRES  
United Artists will present a new movie, starring Burt Lancaster and Paul  
Scofield, about the French Resistance Movement, whose leaders were instru-  
mental in saving the Louvre's art masterpieces from the Germans. Director:  
John Frankheimer. Publicity: Tess Michaels, CI. 5-6000.
- Thursday  
March 18 OPENING: "DO I HEAR A WALTZ?" 46TH STREET THEATRE, 226 WEST 46TH ST.  
Richard Rodgers will present a new musical based on the play, "The Time  
Of The Cuckoo" by Arthur Laurents. Starring Elizabeth Allen, Sergio  
Franchi, Carol Bruce, with Madeleine Sherwood, Julianne Marie, Stuart  
Damon, Fleury D'Antonakis, Mack Manning, Christopher Votos, James Dybas.  
Director: John Dexter. Costumes: Beni Montresor. Publicity: Frank Good-  
man and Ben Kornzweig, CI. 6-4180.
- Thursday  
April 8 OPENING: "THE ROAR OF GREASEPAINT" BROADHURST THEATRE, 235 W. 44TH STREET  
Starring Anthony Newley, Cyril Ritchard, featuring 12-year old Lori Cesar  
and Joyce Jillson, with Gilbert Price, Rawley Bates, Cindi Howard, Lori  
Browne, Kay Cole, Murray Tannanbaum, in a new musical by Anthony Newley  
and Leslie Bricusse, presented by David Merrick. Director: Anthony Newley.  
Costumes: Freddy Wittop. Publicity: David Powers, TN. 7-8500.

# 1966

| JANUARY |    |    |    |    |    |    | FEBRUARY |    |    |    |    |    |    | MARCH     |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    | 1  |    |    |          | 1  | 2  | 3  | 4  | 5  |    |           | 1  | 2  | 3  | 4  | 5  |    |
| 2       | 3  | 4  | 5  | 6  | 7  | 8  | 6        | 7  | 8  | 9  | 10 | 11 | 12 | 6         | 7  | 8  | 9  | 10 | 11 | 12 |
| 9       | 10 | 11 | 12 | 13 | 14 | 15 | 13       | 14 | 15 | 16 | 17 | 18 | 19 | 13        | 14 | 15 | 16 | 17 | 18 | 19 |
| 16      | 17 | 18 | 19 | 20 | 21 | 22 | 20       | 21 | 22 | 23 | 24 | 25 | 26 | 20        | 21 | 22 | 23 | 24 | 25 | 26 |
| 23      | 24 | 25 | 26 | 27 | 28 | 29 | 27       | 28 |    |    |    |    |    | 27        | 28 | 29 | 30 | 31 |    |    |
| 30      | 31 |    |    |    |    |    |          |    |    |    |    |    |    |           |    |    |    |    |    |    |
| APRIL   |    |    |    |    |    |    | MAY      |    |    |    |    |    |    | JUNE      |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    | 1  | 2  |    |          | 1  | 2  | 3  | 4  | 5  | 6  | 7         |    | 1  | 2  | 3  | 4  |    |
| 3       | 4  | 5  | 6  | 7  | 8  | 9  | 8        | 9  | 10 | 11 | 12 | 13 | 14 | 5         | 6  | 7  | 8  | 9  | 10 | 11 |
| 10      | 11 | 12 | 13 | 14 | 15 | 16 | 15       | 16 | 17 | 18 | 19 | 20 | 21 | 12        | 13 | 14 | 15 | 16 | 17 | 18 |
| 17      | 18 | 19 | 20 | 21 | 22 | 23 | 22       | 23 | 24 | 25 | 26 | 27 | 28 | 19        | 20 | 21 | 22 | 23 | 24 | 25 |
| 24      | 25 | 26 | 27 | 28 | 29 | 30 | 29       | 30 | 31 |    |    |    |    | 26        | 27 | 28 | 29 | 30 |    |    |
| JULY    |    |    |    |    |    |    | AUGUST   |    |    |    |    |    |    | SEPTEMBER |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    | 1  | 2  |    |          | 1  | 2  | 3  | 4  | 5  | 6  | 7         |    | 1  | 2  | 3  |    |    |
| 3       | 4  | 5  | 6  | 7  | 8  | 9  | 7        | 8  | 9  | 10 | 11 | 12 | 13 | 4         | 5  | 6  | 7  | 8  | 9  | 10 |
| 10      | 11 | 12 | 13 | 14 | 15 | 16 | 14       | 15 | 16 | 17 | 18 | 19 | 20 | 11        | 12 | 13 | 14 | 15 | 16 | 17 |
| 17      | 18 | 19 | 20 | 21 | 22 | 23 | 21       | 22 | 23 | 24 | 25 | 26 | 27 | 18        | 19 | 20 | 21 | 22 | 23 | 24 |
| 24      | 25 | 26 | 27 | 28 | 29 | 30 | 28       | 29 | 30 | 31 |    |    |    | 25        | 26 | 27 | 28 | 29 | 30 |    |
| OCTOBER |    |    |    |    |    |    | NOVEMBER |    |    |    |    |    |    | DECEMBER  |    |    |    |    |    |    |
| S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|         |    |    |    | 1  |    |    |          | 1  | 2  | 3  | 4  | 5  | 6  | 7         |    | 1  | 2  | 3  |    |    |
| 2       | 3  | 4  | 5  | 6  | 7  | 8  | 6        | 7  | 8  | 9  | 10 | 11 | 12 | 4         | 5  | 6  | 7  | 8  | 9  | 10 |
| 9       | 10 | 11 | 12 | 13 | 14 | 15 | 13       | 14 | 15 | 16 | 17 | 18 | 19 | 11        | 12 | 13 | 14 | 15 | 16 | 17 |
| 16      | 17 | 18 | 19 | 20 | 21 | 22 | 20       | 21 | 22 | 23 | 24 | 25 | 26 | 18        | 19 | 20 | 21 | 22 | 23 | 24 |
| 23      | 24 | 25 | 26 | 27 | 28 | 29 | 27       | 28 | 29 | 30 |    |    |    | 25        | 26 | 27 | 28 | 29 | 30 | 31 |